OLIVIA DAVIS

Sales & Marketing Manager | Business Development | Client Acquisition

+1-(234)-555-1234 @ Email linkedin.com New York City, NY

SUMMARY

Enthusiastic sales leader with 10 years of experience driving business growth in fintech payment processing. Proficient in digital marketing, data analytics, and client relationship management; led a team to achieve 150% increase in lead generation. Excels in fast-paced, dynamic environments and committed to professional development.

EXPERIENCE

Regional Sales Manager

TechWave Solutions

05/2019 - Present New York, NY

- Led a team of 20 sales professionals, achieving a 150% increase in lead generation through strategic market analysis and tailored outreach campaigns.
- Designed and launched a targeted marketing program that captured a 20% uptick in B2B client engagements over a 12-month period.
- Collaborated with the product team to develop messaging for new payment processing solutions, resulting in a 25% quarter-over-quarter growth in sales of tablet POS systems.
- Negotiated and closed deals with key accounts, contributing to a 30% increase in regional revenue within the first year.
- Managed the end-to-end sales cycle for electronic payment processing services, securing an average deal size of $50,000.
- Implemented data-driven sales strategies and conducted comprehensive training to enhance team productivity by 35%.

Business Development Executive

InnoFintech Inc.

02/2016 - 04/2019 Boston, MA

- Exceeded individual sales targets by cultivating over 100 new business relationships within the fintech sector.
- Conceptualized and executed digital marketing campaigns that boosted brand awareness by 40% across key demographics.
- Leveraged analytics tools to refine sales tactics, driving a 45% increase in conversion rates for online leads.
- Spearheaded customer engagement initiatives, which enhanced client retention by 50% over a two-year period.
- Coordinated with cross-functional teams to develop highly effective sales presentations for diverse client needs.

Account Manager

Fintech Payment Solutions

08/2013 - 01/2016 San Francisco, CA

- Managed portfolio of 70+ SMB clients, consistently meeting 110% of annual sales quota over the three-year tenure.
- Implemented strategic account growth plans that resulted in a 50% improvement in upsell and cross-sell revenues.
- Conducted comprehensive market research to identify emerging trends, informing the development of new service offerings.
- Collaboratively worked with the customer service team to optimize the post-sale client experience.

EDUCATION

Master of Business Administration

Columbia University

01/2011 - 01/2013 New York, NY

Bachelor of Science in Marketing

New York University

01/2007 - 01/2011 New York, NY

KEY ACHIEVEMENTS

Top Regional Sales Manager

Recognized as the Top Sales Manager in 2021 for leading my team at TechWave Solutions to exceed our annual targets by 150%.

B2B Campaign Success

Developed a digital marketing campaign at InnoFintech Inc. that increased B2B engagement by 20%, outperforming predictions.

Large Account Closure

Negotiated and sealed a milestone deal worth over $300,000 in annual revenue with a high-profile fintech client at Fintech Payment Solutions.

Sales Team Leadership Award

Earned the Leadership Excellence Award in 2022 for driving sales growth and cultivating a high-performance team culture at TechWave Solutions.

SKILLS

- Sales Strategy and Execution
- Lead Generation
- Market Analysis
- Digital Marketing
- Data Analytics
- Product Positioning

COURSES

Advanced Sales Management Certification

Focusing on B2B sales techniques and leadership, provided by the Sales Management Association.

Digital Marketing Analyst Course

Concentrating on data-driven marketing strategies, offered by the Digital Marketing Institute.

LANGUAGES

English
Native

Spanish
Advanced